

Ministry of Education, Youth & Information

Hon. Floyd Green, Minister of State

Dylan Powe, Project Consultant “Our Children Jamaica”

Gabrielle Hylton, Personal Assistant to Minister

The Minister of State for Education, Youth & Information advised that the Ministry would be embarking on a three-year marketing campaign entitled “Our Children Jamaica” in an effort to protect and look out for the well-being of children. They intended to run the campaign across all media platforms. They had developed a video, PSAs, a logo and mantra and the project was being advertised on billboards and LED display boards. The Minister asked for advertising space and also invited the media to create their own messaging.

Various activities would be held for Child Month across the island highlighting Health, Education, Protection and Parenting.

The media houses agreed to support the campaign. They suggested that exemplary parents should be celebrated. In addition, national attention should be drawn to the number of children missing, killed and abused since the beginning of the year.